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TO: R. Roper

DATE: February 12, 1986

FROM: R. Stirlen

SUBJECT: MARLBORO PROGRAMS STATUS

Based on the aggressive forecasts for Marlboro in the coming years, it is vital that we develop and implement the types of programs that will ensure the brand maintains its growth momentum. In the areas of advertising, in-store promotion, new product/package development and brand programs, we must continue to innovate and expand.

As a bench-mark of our progress, the following is a list of the major projects currently planned for the second-half of 1986 and 1987 and their estimated status as of June 1.

ADVERTISING

- Review and evaluate experimental ad shoots.
- Develop "Cowboy" six-page special and consider possible liquidator tie-in. This special should be ready for use in second-half 1986 or 1987.
- Develop and evaluate three-page Christmas special.
- Develop Sports Monday options/specials to include Marlboro 25's ad, Indy 500 ad and baseball and football sports calendars.
- Finalize Country Store eight-page unit for use in September/October.
- Conduct experimental shoot with new cowboy and evaluate results.

IN-STORE

- Finalize 1987 in-store incentive schedule to include a minimum of four A-1's and one two-pack.
- Finalize all plans for the "How High Is Up" test. Be prepared to begin test in the second-half of 1986.
- Evaluate potential of special chain incentive programs - Indy 500 gas/convenience book and Circle K coffee promotion.
- Develop and evaluate three-for-two carton December Christmas promotion.

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PRODUCT/PACKAGE

- Develop possible Menthol creative concepts along with package and product alternatives. Evaluate feasibility of second-half test market.
- Prepare mid-year review of Marlboro 25's progress and assess potential for further 25's convenience expansion.

BRAND PROGRAMS

- Prepare initial review of CART team and driver alternatives for 1987.
- Develop initial recommendation for 1987 Country Music activities.
- Evaluate success of Hispanic sports programs - COHIDA and CLASA - and determine feasibility of expansion.
- Test Hispanic rodeo promotion - Charreada (budget permitting).
- Test satellite video club promotion.

Please advise if you feel any changes are required or if you need additional information on any project.

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